

IN THE CLAIMS

Please amend the claims as follows:

1-14. (Canceled)

15. (Currently Amended) A method of providing listing recommendations to users of a network-based commerce system including a plurality of listings arranged in a plurality of divisions, the method including:

identifying a division of the plurality of divisions based on user interaction with the network-based commerce system;

identifying at least one frequently used search term associated with the identified division; and

providing a link to the user to listings associated with the at least one frequently used search term.

16. (Currently Amended) The method of claim 15, ~~which includes~~ including communicating a web page to the user including a hyperlink to the listings associated with the at least one frequently used search term.

17. (Currently Amended) The method of claim 15, ~~in which~~ wherein the listings associated with ~~[[the]]~~ each frequently used search term are listings that would be located if the user conducted a search of the network-based commerce system using the at least one frequently used search ~~terms~~ term.

18. (Currently Amended) The method of claim 15, wherein the ~~predetermined number of~~ at least one frequently used search ~~terms are~~ term is ranked in one of an ascending and descending order according to a number of occurrences of listings in a division associated with the at least one frequently used search term.

19. (Currently Amended) The method of claim 18, ~~which includes~~ including periodically adding new listings and removing terminated listings prior to determining the number of listings in each division associated with each frequently used search term so that the ranking is dependent upon supply and demand for the listings.

20. (Currently Amended) The method of claim 15, ~~which includes~~ including searching the network-based commerce system using at least one frequently used search term when the user selects the link.

21. (Currently Amended) The method of claim 15, wherein the at least one frequently used search ~~terms are~~ term is displayed according to rank in one of an ascending and descending order.

22. (Currently Amended) The method of claim 15, wherein one or more frequently used search terms are assigned to each of the plurality of divisions, the divisions being defined by categories.

23-34. (Canceled)